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## **Youth Basketball Tournaments take over the Kentucky Exposition Center** *Demand for sporting events drives busy summer month for Louisville*

**LOUISVILLE, Ky.** (July 1, 2021) — Basketball is back at the Kentucky Exposition Center. During July, six tournaments with more than 28,000 attendees are expected to generate \$33 million in economic impact for the local community.

The tournaments are part of a youth sports boom leading the return of large-scale events. Spring saw the return of volleyball, with five tournaments and more than 36,000 attendees and summer belongs to basketball. The Kentucky Exposition Center removed 79 volleyball courts and replaced them with 66 basketball courts to prepare for the upcoming tournaments starting this weekend and going through July 18.

"We're excited to welcome so many talented athletes to Louisville. Sporting events are a huge draw for both the Kentucky Exposition Center and our city. Our facility's unparalleled space continues to attract new events, from archery to basketball and cheerleading to wrestling. These events are leading the way in Kentucky's economic recovery" said David S. Beck, President and CEO of Kentucky Venues.

The basketball tournaments taking place at the Kentucky Exposition Center include:

- Roses Rising Stars Nationals - July 4-6
- Run 4 Roses - July 5-6
- Ballin Under 1 Roof - July 9-11
- Battle in the Boro - July 10-12
- Grassroots Showdown - July 16-18
- The Invite - July 16-18

The two largest tournaments, Run 4 Roses and Battle in the Boro, were previously held in Lexington and Nashville. The tournaments relocated to Louisville under a multi-year contract because of the Kentucky Exposition Center's expansive and versatile exhibit space. Other deciding factors included amenities such as the proximity of Kentucky Kingdom and affordable hotel rooms.

During the course of July, more than 2,100 teams as well 2,000 coaches and scouts will visit the Kentucky Exposition Center.

"The working partnership among Kentucky Venues, the Sports Commission and Louisville Tourism provides a 'one stop shop' for event rights holders," said Karl F. Schmitt, Jr., Louisville Sports Commission President & CEO. "The fact that these large youth travel events come back year after year is proud evidence that we've gained a reputation for event success guaranteed for our clients."

The Kentucky Exposition Center hosts more than 30 sporting events annually – including volleyball, archery, cheer and dance, and martial arts– and continues to grow as a sports destination. To learn more about the facility or check its calendar of events, visit [www.kyexpo.org](http://www.kyexpo.org).

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